



## INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

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(54) Title: **PRINTED COUPONS WITH EMBEDDED DISCOUNTS FOR ONLINE PURCHASES**(54) Titre: **COUPONS IMPRIMES AVEC REMISES INCLUSES POUR ACHATS EN LIGNE**

## (57) Abstract

A method for providing discounts in e-commerce transactions comprising printing a discount coupon (2) with human readable information describing the incentive, product, vendor, and a machine-readable symbol (2b) such as a linear or two-dimensional bar code symbol. The symbol is encoded with data fields comprising a first identifier associated with the Internet Protocol address of a vendor's computer, optionally, a second identifier associated with the discount applied to a product, optionally, a third identifier associated with the targeted consumer, and optionally, instructions to enable a computer to access a client program. The method also comprises the steps of disseminating the discount coupon (2); scanning the machine-readable coupon symbol; decoding the scanned data to generate the vendor's IP address; launching the client program to enable access to the online system; communicating with the vendor's host computer; and downloading a file from the vendor's host computer associated with the scanned coupon (2).

## (57) Abrégé

La présente invention concerne un procédé, permettant d'accorder des remises dans des transactions commerciales électroniques, qui consiste à imprimer un coupon de remise (2) doté d'informations lisibles par un consommateur, décrivant le vendeur, le produit et la remise et un symbole (2b) exploitable par ordinateur tel qu'un code barres linéaire ou en trois dimensions. Le symbole est codé par des zones de données comprenant un premier identificateur associé à l'adresse de protocole Internet d'un ordinateur de vendeur, éventuellement un deuxième identificateur associé à la remise appliquée à un produit, éventuellement un troisième identificateur associé au consommateur ciblé, et éventuellement des instructions permettant à un ordinateur d'accéder à un programme client. Le procédé comprend également les étapes consistant à diffuser le coupon de remise (2); à balayer le symbole de coupon exploitable par ordinateur; à décoder les données balayées de façon à produire l'adresse IP du vendeur; à lancer le programme de façon à permettre l'accès au système en ligne; à communiquer avec l'ordinateur hôte du vendeur; et à télécharger depuis l'ordinateur hôte du vendeur un fichier associé au coupon balayé.

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COUPONS

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*planet U*

**consumers**

manufacturers

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**making promotional offers available to U**

**coming later 1998**

planet U will be making consumer promotions (coupons, rebates, samples, continuity points) available to you on line -- basically an opportunity to get more off the Web than exposure to more banner ads.

**it's for U**

As a planet U member, you will gain access to a gamut of promotional offers from major marketers. You simply "click and choose" which offers you want.

**it's convenient and easy to use**

- These offers will be available online. Specifically, planet U will make these offers available to you through our Web partner affiliations, our marketing customer's Web sites, and our very own homepage.
- Once you determine which offers you want they will be mailed to you directly.
- Our promotional offers can be redeemed at any retail outlet, regardless of where you live or shop.

**coming soon**

By the middle of next year we will eliminate the need for you to carry any paper around by connecting directly to retailer POS (point of sale) systems (we already have a pilot test running).

In all of this sounds exciting and you want to be one of the first to join, [email us](#) and we will contact you when we are live.

consumer promotions | [consumer privacy](#)

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**retailers**



manufacturers

consumers

**retailers**

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join now!

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## planet U™'s retail services

planet U helps retailers leverage their online investments. Recently, we launched our pilot program with Dick's Supermarkets, a retail chain located in Wisconsin.

Working with Dick's we added U-pons™ - Internet Coupons to their website, enabling them to deliver targeted promotions to online consumers.

You can view their site at  
[www.dickssupermarket.com](http://www.dickssupermarket.com).



We are proud to announce the additions of Upons - Internet Coupons to Kroger.



Launched in October of 1998, Richmond-based Ukrop's now offers U-pons.

**Ukrop's**

As of February 2, 1999, Longs Drugs has also added U-pons to their website.

**Longs Drugs**

Launched in June 1999 Shaw's Supermarkets offers both U-pons and U-porium.

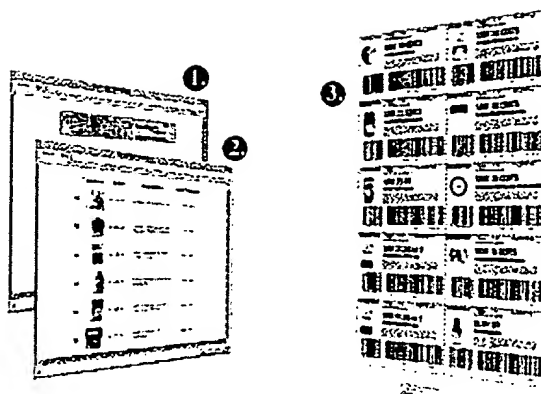
**shaw's**  
Supermarkets

## retailer U-pons program

planet U is ready to help retailers harness the power of the Internet for consumer and trade promotions.

## turnkey internet promotions

Add valuable consumer promotions to a retailer website with planet U's Retailer Starter Program. Retailers will be able to reach consumers through a powerful new medium, and will also be able to enhance frequent shopper capabilities for promotional targeting and communications.



It's as easy as 1-2-3...

1. Consumer clicks on banner ad on retailer site.
2. Consumer selects U-pons offers.
3. Securely printed U-pons mailed to consumer's home.

### U-pons for the retailer

In addition to manufacturer U-pons, retailers will have the opportunity to offer U-pons for their own promotions, including:

- Private label
- Meat
- Produce
- Deli
- Bakery
- Floral
- Meal Solutions
- Pharmacy
- Video Rental
- And more...

### targeting technologies

planet U will provide targeting technologies to integrate geographic, demographic, lifestyle and lifestage data and information provided by the consumer. We will incorporate your frequent shopper card and POS transaction information into the targeting program.

### benefits for retailers

- Develop an interactive 1:1 relationship with consumers
- Leverage the growth and popularity of the Internet
- Enhance frequent shopper data capabilities for targeting and communications
- Spend locally generated "Market Development Funds" more efficiently
- Increase consumer satisfaction and loyalty

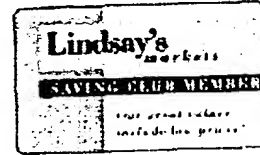
### benefits to consumers

- No more clip-n-clutter of Sunday FSI's

- Exposure to offers that are most relevant
- Self selection of offers
- Available 24 hours a day, 7 days a week, 365 days a year

### the electronic connection...from internet to POS

As a second phase, planet U will electronically connect retailer web sites to frequency marketing or electronic discount card programs. It's the same as the primary program, with one big difference: consumers redeem offers directly from their frequent shopper card. There's no need for paper based coupons. Electronic U-pons are cleared via your POS system.



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welcome to

**Dick's**

SUPERMARKETS

www.dickssupermarket.com

Friday, July 2, 1999

Online Sign-In

Online Ordering

Coupon Offers

What's New

Recipe of the Week

Recipe Archive

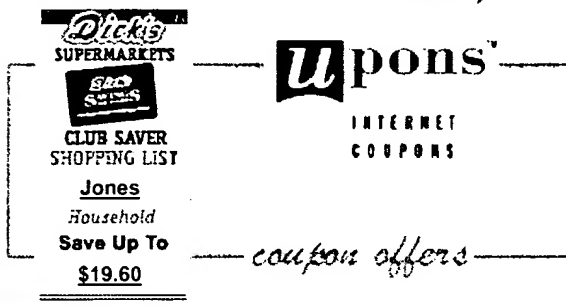
The Joyful Table

Catering

Wedding Planner

Employment

Email Helpline



BLOOMING  
BASKET



McGREGORS  
KITCHEN



Enjoy instant electronic savings with the Club Saver Shopping List! Now it's available online - [Sign-In here](#).

Sign up for the Dick's [Savings Club](#) to receive discounts and earn rewards based on your purchases.

For even more savings, check out all the [coupon offers](#) available each week online.

For information you can use . . . [health and nutrition](#) and [recipes](#) . . . news about the [latest movie releases](#) . . . [prepared meals](#) and [take-out food](#) . . . best selling book titles, magazines and newspapers . . . access to services of [wedding planners](#) and [florists](#), as well as gift guides . . . greeting cards, ribbon and gift wrap . . . film and photofinishing . . . and a wide selection of food, dairy products, baked goods, fresh meat and produce . . . we are a supermarket and much more!

We'd like to invite you to shop with us soon . . . stop by the Dick's Supermarket in

one of these eight communities:

[Platteville, WI](#)  
[Darlington, WI](#)  
[Dodgeville, WI](#)  
[Boscobel, WI](#)

[Lancaster, WI](#)  
[Prairie du Chien, WI](#)  
[Monroe, WI](#)  
[Galena, IL](#)

We appreciate your business . . . if you have any questions or special requests, please email us at [helpline@dickssupermarket.com](mailto:helpline@dickssupermarket.com) . . . and come back to this website again for new features and promotions!



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[| Catering |](#) [Wedding Planner |](#) [Employment |](#) [Email Helpline |](#) [Dick's Savings Club |](#)

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 1035 East Highway 151, P.O. Box 656, Platteville, Wisconsin 53818  
 Phone: 608.348.2343 Fax: 608.348.3345  
 email: [helpline@dickssupermarket.com](mailto:helpline@dickssupermarket.com)

This site was developed by [Webstop](#), specialists in Internet design.



**PRIME CATEGORY: Consumer Services**

**CATEGORY: Discount Supermarket Coupons**

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**SOURCE:**Coupon Connection of America, Inc.

**OFFER:**become a Franchisor authorized to resell discount coupon books enabling consumers to order discount coupons from a list of over 1200 National Name Brand Products.

**COST:** \$295 Franchise Inventory Package; \$690 Direct Distributor; \$1,475 Associate Distributor; \$2,585 Executive Distributor; \$4,990 Master Distributor.

**THE PACKAGE:**The program will include a Sales Presentation Manual, Counter Displays, "Take One" Flyers, and Grocery Coupon Certificate Books. Based upon Franchise level selected the program may include a Fund Raising Manual, a Merchandising and Management Manual, Prepared Newspaper and Magazine Ads, Free unlimited marketing consultation service via 800#, prepared radio commercial ads and prepared cable television commercial ads.

**MARKETING TECHNIQUE:**coupon books may be marketed to individual consumers via placement of 'take-one' displays, door hangers, flyers and brochures, radio or TV broadcast commercials or mass marketed through commercial use as premiums, fund raisers, door openers, sales closers, referrals, grand opening, incentive buying, etc.

**MISCELLANEOUS:** additional distributor levels available include Silver Master Distributor (\$10,996) and Gold Master Distributor (\$25,000 minimum investment)

**TYPICAL EARNINGS:** strictly based upon sales activity. Examples of actual results of individual distributors include the sale of 5400 books in two weeks for a profit of over \$15,000; \$9000 in sales within 30 days, etc.

**GEOGRAPHIC AVAILABILITY:** USA

Coupon Connection of America, Dept NOBOSS  
4669 Southwest Freeway, Suite 714  
PO Box 56162  
Houston, Texas 77256-6162

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*NOTE: this "Listing" has NOT been reviewed-for-accuracy by the Source*

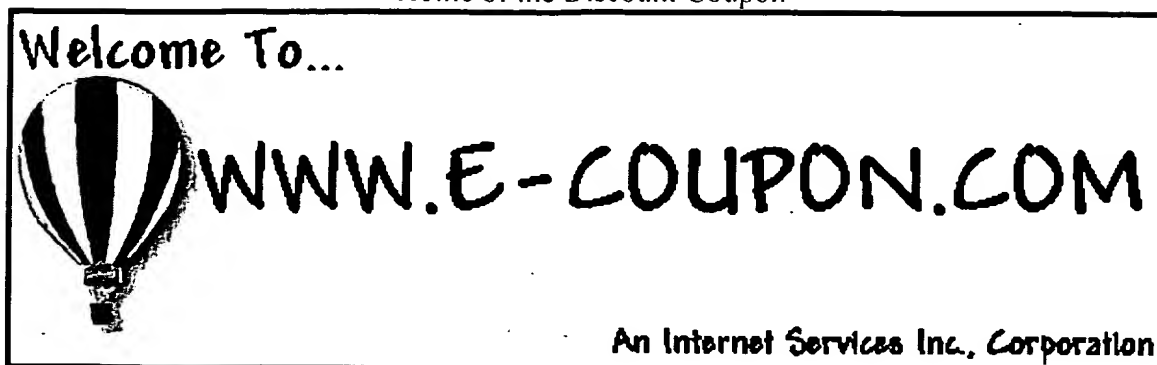
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**PRIME CATEGORY: Consumer Services**

**CATEGORY: Discount Supermarket Coupons**

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Welcome to WWW.E-COUPON.COM  
Home of the Discount Coupon

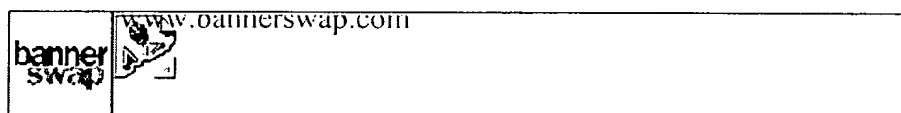


Click on a link below to reach coupons

[Welcome](#)

[Advertise With Us!](#)

[Download A Coupon](#)



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An Internet Coupon Services, Inc. Corporation

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Over 30,000 visitors since October 1, 1997.



This [WebSavings](#) site owned by [E-Coupon.com](#).

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## Grounds...To Drink

A Contagious Coffee House  
Experience...

American Plaza  
701 Galvin Rd S.  
Bellevue, Nebraska  
(next to Old Country Buffet)  
291-7110

----OFFICIAL WWW.E-COUPON.COM COUPON JUST AHEAD!!!----

CLICK [HERE](#) TO PRINT A BUY ONE--GET ONE FREE BEVERAGE COUPON  
FROM GROUNDS TO DRINK IN BELLEVUE, NEBRASKA ON "WWW.E-COUPON.COM"

## A Unique Coffee House!

And...This is not just a coffee  
house...

We have art works and crafts from  
local artists on display and for  
sale.

We also have gift baskets for all  
occasions and other unusual gift  
items.

We have cards and other games  
for you and your friends to enjoy.

Grounds...To Drink  
a fun, smoke free place to hang out.

[\[Return to E-COUPON.COM Download A Coupon Page\]](#)

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-----OFFICIAL WWW.E-COUPON.COM COUPON-----



**Grounds...To Drink**

*(A Contagious Experience)*

701 Galvin Rd S  
Bellevue, Ne  
(402) 291-7110

**Buy 1 beverage...Get 1 Free!**

*(of equal or less value)*

Another FREE Coupon from

**HTTP://WWW.E-COUPON.COM**

Authorization Number

Unable to read strip image!

-----OFFICIAL WWW.E-COUPON.COM COUPON-----

**Instructions:**

**Step 1:** Wait for authorization number to appear.

**Step 2:** Use the "Print" function of your browser to print coupon.

**Step 3:** Enjoy your savings! (Take coupon to retailer for redemption.)

**Step 4:** Visit E-COUPON.COM to enjoy even more savings!

@ICS Inc., 1997

# GROCERYCARD.COM

powered by CentsOff.com



## WELCOME...

This is the worlds first online coupon clipping and delivery service. We take the time, effort, and expense out of clipping coupons from newspapers and circulars for you.

## GROCERYCARD is now GROCERY COUPON CERTIFICATE

We are truly a custom coupon service. Use GroceryCard to get the exact coupons for products you already buy.

Receive HIGH QUALITY brand name grocery coupons, which can be used at any grocery store nationwide. NO limitations.

If you are a first time user, [click here to find how GroceryCard works.](#)

Save 40-50% or more on your weekly grocery bill!



## SAVE

Copyright 1999 Grocery Coupon Exchange  
309 E Semands #200 Conroe, TX 77301  
[info@grocerycard.com](mailto:info@grocerycard.com)



Select Option ▾

Go

browse / search / cart / faq

Latest Coupons!



QUICK SEARCH

Go

Hot Coupons!



[Click here to find how GroceryCard works](#)

## BROWSE



**Browse:** All the coupons are arranged under following categories. Please click on the category that you are interested in. If you do not know the category of the coupon you are looking for, then try the power search.

#	Category	Type of Coupons	Total On Hand
1.	<a href="#">Baby Products</a>	17	13962
2.	<a href="#">Body Care</a>	47	62169
3.	<a href="#">Bread</a>	9	12616
4.	<a href="#">Canned Fruit</a>	3	2287
5.	<a href="#">Canned Meats</a>	1	1968
6.	<a href="#">Canned Vegetables</a>	10	33733
7.	<a href="#">Cereal</a>	32	51808
8.	<a href="#">Coffee</a>	3	3945
9.	<a href="#">Condiments</a>	38	42008
10.	<a href="#">Cookies</a>	2	2122
11.	<a href="#">Crackers</a>	1	1491
12.	<a href="#">Dairy</a>	30	121303
13.	<a href="#">Diet Foods</a>	2	2658
14.	<a href="#">Drink Mix</a>	13	10654
15.	<a href="#">Feminine Hygiene</a>	7	12863
16.	<a href="#">Frozen Foods</a>	46	100519
17.	<a href="#">Hair Care</a>	26	44782
18.	<a href="#">Household Cleaners</a>	42	64271
19.	<a href="#">Juices</a>	8	9100
20.	<a href="#">Meat Department</a>	32	167810
21.	<a href="#">Mexican Food</a>	4	48171
22.	<a href="#">Misc. Baking</a>	13	31379
23.	<a href="#">Miscellaneous</a>	16	19549
24.	<a href="#">Oral Care</a>	18	21817
25.	<a href="#">Paper Products</a>	12	19757
26.	<a href="#">Pasta</a>	7	19097
27.	<a href="#">Pet Food</a>	34	43850
28.	<a href="#">Pharmacy</a>	61	108385

29.	<u>Plastic Products</u>	9	10044
30.	<u>Potatoes</u>	1	1316
31.	<u>Rice</u>	3	2644
32.	<u>Sauces</u>	17	76837
33.	<u>Snack Foods</u>	17	22259
34.	<u>Spices</u>	8	11758
35.	<u>Vitamins</u>	16	20012
<b>Total:</b>		<b>605</b>	<b>1218944</b>

Shopping Cart: Your cart is empty.

Copyright 1999 Grocery Coupon Exchange  
 309 E Semands #200 Conroe, TX 77301  
[info@grocerycard.com](mailto:info@grocerycard.com)



Select Option   
[browse](#) / [search](#) / [cart](#) / [faq](#)

Latest Coupons!



**QUICK SEARCH**

Hot Coupons!



**Add to shopping cart:** Please enter the quantity for the coupons that you would like to order. If you see a coupon with the quantity field already filled in, it means that you already have it in your cart. You can also change the quantity. Make sure that the quantity you enter is not greater than quantity on hand.

Category: Baby Products

#	Qty	On Hand	Coupon Description	Face Value	Expiration Date
1.	<input type="text"/>	13	Beech-Nut Juices 4oz Jars 6-Pack (Hot Coupon) (max 20 per order) (Detail)	\$1.00	23-Aug-99
2.	<input type="text"/>	6	Beech-Nut Naturals Stage 3 Baby Food/6 (Hot Coupon) (max 20 per order) (Detail)	\$1.00	23-Aug-99
3.	<input type="text"/>	181	Beechnut Naturals Baby Food/12 (Detail)	\$1.00	23-Aug-99
4.	<input type="text"/>	1346	Desitin (Detail) [Brand - Pfizer]	\$0.75	30-Sep-99
5.	<input type="text"/>	1402	Drypers Baby Wipes (Detail) [Brand - Drypers Corporation]	\$0.55	31-Jul-99
6.	<input type="text"/>	1377	Drypers Jumbo Diapers/Training Pants (Detail) [Brand - Drypers Corporation]	\$1.50	31-Jul-99
7.	<input type="text"/>	1967	Drypers Supreme w/Germ Guard (Detail) [Brand - Drypers Corporation]	\$1.50	31-Jul-99
8.	<input type="text"/>	75	Free Pampers Wipes Travel Pack/w Purchase (Hot Coupon) (max 20 per order) (Detail) [Brand - Procter & Gamble]	\$1.49	31-Aug-99
9.	<input type="text"/>	1038	Gerber Cereal w/Ingredients of Formula (Hot Coupon) (Detail) [Brand - Gerber]	\$1.00	28-Aug-99
10.	<input type="text"/>	486	Greber Graduates Foods or Juices B1G1Free (Hot Coupon) (max 20 per order) (Detail) [Brand - Gerber]	\$2.00	28-Aug-99
11.	<input type="text"/>	918	Huggies Baby Wipes Refill Pack 128ct (Detail) [Brand - Kimberly-Clark]	\$0.75	31-Jul-99
12.	<input type="text"/>	114	Huggies Diapers (Detail) [Brand - Kimberly-Clark]	\$1.00	15-Aug-99
13.	<input type="text"/>	1241	Huggies Little Swimmers (Detail) [Brand - Kimberly-Clark]	\$0.75	30-Sep-99
14.	<input type="text"/>	378	Huggies Pull-Ups (Detail) [Brand - Kimberly-Clark]	\$1.00	30-Nov-99
15.	<input type="text"/>	2052	Huggies Pull-Ups (Detail) [Brand - Kimberly-Clark]	\$1.50	30-Sep-99
16.	<input type="text"/>	13	Pampers Wipes (Detail) [Brand - Procter & Gamble]	\$0.50	30-Sep-99
17.	<input type="text"/>	1355	Wet Ones or Wet Ones Lunchkins (Detail) [Brand - Playtex]	\$0.25	03-Oct-99



Add to Shopping Cart

Reset

Continue Shopping ...

Shopping Cart: Your cart is empty.

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309 E Semands #200 Conroe, TX 77301  
[info@grocerycard.com](mailto:info@grocerycard.com)





fashionmall.com



## AllAdvantage.com

The Rules Have Changed... Get Paid to Surf the Web

Now!  
44 STATES  
100's of counties

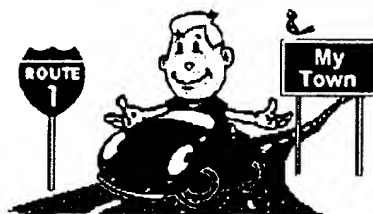
# Koo-onz<sup>TM</sup>

.com

**Free Coupons**

Real, money saving coupons delivered right to your printer ... for FREE.

Take Route 1 to coupons from our national advertisers or follow the road to My Town for coupons from merchants in your home town.




**NEW COUPONS**

[ Route 1 ] [ My Town ]



Exclusive Klipper<sup>TM</sup> Technology



Build your personal book of coupons with a few clicks of your mouse. Then . . . print all your selections at once.

It's Fast . . . It's Fun . . . It's YOU

Advertising Information



## How To Use The **Klipper**<sup>™</sup>

Our exclusive new technology lets you create your own page or book of coupons with just a few mouse clicks. It's so fast and easy.

- **To Clip a Coupon**

When you see a coupon you want, click on it with your mouse. The **Klipper** will remember it for printing later. You may move from page to page clipping as many coupons as you want.

- **To Print Your Coupons**

When you are ready to print your coupons, press the **Klipper** button. A new window will open with all of your selections assembled for printing. Print your coupons.

**Note:**



Klipper technology requires a Javascript capable browser like Netscape or Internet Explorer (available for download and automatic installation from AOL).

[Top](#)

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# THE INTERNET **Coupon**Directory



## Specials

[Look What I Found](#) **NEW!**

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[Win \\$50,000!](#)

[Quick Poll](#) **NEW!**

[Free Email Account](#)

[Suggest Us to a Friend](#)  
**NEW!**

[MyCoupons.com<sup>tm</sup>](#)

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[Coupon/Rebate Swap](#)  
**Just Added!**

[DirectCoupons](#)

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[Household](#)

[Contests/Sweepstakes](#)

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[Pet Stuff](#)

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[Refunds/Rebates](#)

[Miscellaneous](#)



Help Spread the word about this site!

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## SUGGEST ICD TO A FRIEND...

**<http://coupondirectory.com/>**

If you have a friend or friends that you would like to recommend The Internet Coupon Directory to, or if you just want to send yourself a reminder, here is the easy way to do it!

Simply fill in the e-mail address of the person(s) you wish to tell about The Internet Coupon Directory, your name and e-mail address (so they do not think it is spam or reply to us with gracious thanks), and click the **SEND** button. If you want to, you can also enter a message that will be included on the e-mail.

After sending the e-mail, you will be transported back to the page you recommended!

	Name	E-Mail Address
You	<input type="text"/>	<input type="text"/>
Friend 1	<input type="text"/>	<input type="text"/>
Friend 2	<input type="text"/>	<input type="text"/>
Friend 3	<input type="text"/>	<input type="text"/>
Friend 4	<input type="text"/>	<input type="text"/>
Friend 5	<input type="text"/>	<input type="text"/>

**Your Message**

<input type="text"/>	<input type="button" value="▲"/>
<input type="text"/>	<input type="button" value="▼"/>

**SEND**

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